



Popcorn Sales Kickoff

Troop 351

What's for Sale

70% BACK TO FUTURE LEADERS*



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: **\$50** **\$30** **\$1** Custom amount

For details visit trails-end.com/terms

NEW! Online Only!
28PK SNACK PACK
SEA SALT POPCORN

\$50



NEW!
S'MORES
POPCORN
\$25



**SALTED CARAMEL
CORN
\$25**



**UNBELIEVABLE BUTTER
MICROWAVE POPCORN
\$25**



**IMPROVED
FLAVOR!**
WHITE CHEDDAR
POPCORN
\$20



**POPPING CORN
\$17**



**SWEET & SALTY
KETTLE CORN
\$15**



**MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT**
trails-end.com/store



**ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.

*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see trails-end.com/terms for more details.

Who Benefits

- The Troop >15% of your sales go towards the troop's needs such as badges and camping equipment. Another patrol box?
- The District and Council support Scout Camps and the activities you like to do
- YOU!
 - >15% of your sales go to your personal account with the troop covering your dues, summer camp and other trips
 - Earn points towards Amazon gift cards
 - Earn District and Council Awards

**1.25 PTS PER
\$1 SOLD**

APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**1 PT PER
\$1 SOLD**

CASH



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

When are Sales

- Online Direct: Now!
- In Person / Wagon Sales: August 23rd through October 23rd
- Storefronts: Starting August 25th
 - Kroger on Oakwood Ave
 - Ace on Hughes
 - Lowes on North Parkway

Sun	Mon	Tue	Wed	Thu	Fri	Sat
18	19	20	21	22	23	24
25 • Popcorn Sale 2 PM	26	27	28	29	30	31 • Popcorn Sale 2 PM
Sep 1 • Popcorn Sale 10 AM	2	3	4	5	6	7
8	9	10	11	12	13	14 • Popcorn Sale 2 PM
15 • Popcorn S... 2:30 PM	16	17	18	19	20	21 • Popcorn Sale 10 AM
22	23	24	25	26	27	28 • Popcorn Sale 2 PM
29	30	Oct 1	2	3	4	5
6	7	8	9	10	11	12 • Popcorn Sale 2 PM
13 • Popcorn S... 2:30 PM	14	15	16	17	18	19
20 • Popcorn Sale 10 AM	21	22	23	24	25	26 • Popcorn Sale 3 PM

How Trails End App!

- Register to sell for the Troop or Update your existing registration for the Troop
- Sign up for storefront shifts
- Record in person sales
- Set and review personal sales goals
- Setup your online direct sales page
- Watch sales and app training videos

ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.

Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info

Sales Tips

- Wear full Class As with your neckerchief!
- Model the Scout Law! You are representing all of Scouting and what it can be. Many people that you will see were Scouts at some point in their lives as well OR are future Scouts themselves. Make a good impression and earn that sale.
- Ask people to **SUPPORT SCOUTS** not to buy popcorn. You are more likely to earn that sale or a donation.
- WHY are you asking people to support Scouts? Have a reason / story ready. (Earning money for summer camp, raising money for a new patrol box, etc).
- If people don't want to buy popcorn, remember they are always welcome to make a donation to the Troop of any amount.